

**What is claimed is:**

1. A method for recommending content, comprising the steps:

5 a. receiving content information which comprises a particular information characteristic;

b. matching said content information with an user profile;

c. processing the matched result correspondingly in a manner of a content alarm according to said information characteristic;

10 d. recommending the corresponding information to the user according to the result processed in a manner of the content alarm.

2. The method according to claim 1, wherein said information characteristic comprises a content characteristic and particular program information.

3. The method according to claim 2, wherein said particular program information is a key word in synopsis.

15 4. The method according to claim 1, wherein step c comprises the steps:

c1. obtaining a corresponding alarm characteristic from said information characteristic;

c2. obtaining a comprehensive alarm level of said content information according to said alarm characteristic;

c3. processing said match ed result correspondingly according to said comprehensive alarm level.

5 5. The method according to claim 4, wherein said alarm characteristic comprises at least one of the followings: age, sex, violence, vulgarity, discrimination and drug.

6. The method according to claim 4, wherein step c2 comprises the steps:

obtaining a parameter of said alarm characteristic;

compare the parameter with a corresponding predetermined threshold to obtain the corresponding alarm level;

10 processing said alarm level to obtain the comprehensive alarm level.

7. A method for updating user profile, comprising the steps:

a. obtaining an information characteristic of a piece of the content information;

b. obtaining feedback information of said content information from the user;

15 c. processing feedback information correspondingly in a manner of a content alarm according to said information characteristic;

d. updating said user profile according to said processed feedback information.

20 8. The method according to claim 7, wherein said information characteristic comprises a content characteristic and particular program information.

9. The method according to claim 8, wherein the particular program information is a key word in synopsis.

10. The method according to claim 7, wherein step b comprises the steps:

5       b1. obtaining a corresponding alarm characteristic from said information characteristic;

      b2. obtaining a comprehensive alarm level of said content information according to said alarm characteristic;

      b3. processing feedback information correspondingly according to said comprehensive alarm level.

10       11. The method according to claim 10, wherein said alarm characteristic comprises at least one of the followings: age, sex, violence, vulgarity, discrimination and drug.

      12. The method according to claim 10, wherein step b2 comprises the steps:

15       obtaining a parameter of said alarm characteristic;

      comparing said parameter with a corresponding predetermined threshold to obtain the corresponding alarm level;

      processing said alarm level to obtain the comprehensive alarm level.

13. An apparatus for recommending content, comprising:

an information receiving means for receiving content information which comprises particular information characteristic;

a matching means for matching said content information with a user profile;

5 a content alarm processing means for processing the matched result correspondingly in a manner of a content alarm according to said the information characteristic; and

a sieving means for recommending the corresponding information to user according to the result processed in a manner of the content alarm.

10 14. The apparatus according to claim 13, wherein said content alarm processing means further comprises:

an alarm characteristic obtaining means for obtaining a corresponding alarm characteristic from said information characteristic;

15 a comprehensive alarm level obtaining means for obtaining a comprehensive alarm level of said content information according to said alarm characteristic; and

an information processing means for processing said matched result correspondingly according to said comprehensive alarm level.

15. An apparatus for updating user profile, comprises:

an user communicating means for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

5 a content alarm processing means for processing said feedback information correspondingly in a manner of a content alarm; and

an user profile updating means for updating said user profile according to said processed feedback information.

16. The apparatus according to claim 15, wherein said content alarm processing means comprises:

10 an alarm characteristic obtaining means for obtaining the corresponding an alarm characteristic from said information characteristic;

a comprehensive alarm level obtaining means for obtaining a comprehensive alarm level of said content information according to said alarm characteristic; and

15 an information processing means for processing said feedback information correspondingly according to said comprehensive alarm level.